



today's news

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## **Shoppers say payment security the key factor when buying online, study says**

Allaying consumers' concerns about online security can attract more shoppers and more of their dollars to a retail site, suggest the results of a survey commissioned of retail consultants J.C. Williams by online payment services provider MODASolutions.

The survey, which examined the relationship between the online habits of consumers who bank online and those who shop online, found that 80% of those surveyed identified the availability of "a safe and secure online payment option" was the most important factor when shopping online.

"For retailers, offering alternative payment options can attract more customers to their site, increase average spending, and convert more web site visitors into sales," says Marwan Forzley, CEO of MODASolutions.

In other findings the study determined that consumers who both bank and shop online tend to spend more online than other shoppers. In a survey, 50% of the consumers who both shop and bank online, a group consisting of both light and medium users of online banking—defined as those making between one and 18 bill payments online in the past six months—spent 117% more than the average online shopper.

Heavy users of online banking—defined as making 19 or more bill payments online over the past six months—spent an additional 34% more above that when shopping online, according to the survey data. The study found that the total average amount spent on e-commerce by those engaged in online banking over the previous six months was \$1,060, about twice the industry norm of \$488 as determined by a previous J.C. Williams study.

The study surveyed 1,077 U.S. e-commerce buyers over the age of 20. 77% of those surveyed were between the ages of 25 and 54, and two-thirds reported household income of over \$49,000. The study sample is representative of the U.S. online buyer population in the apparel, home furnishings, consumer electronics and computer hardware and software categories, according to J.C. Williams.

MODASolutions' products include eBillme, which allows consumers shopping online, by catalog or through a call center to pay for purchases directly from their online bank account.